LICENCE PLATE RECOGNITION CC
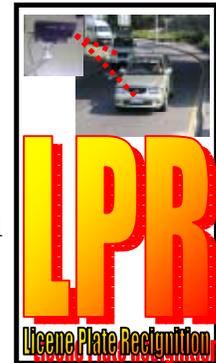
Trading as **I-CUBE**

TO:

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I-CUBE
Integrated, Intelligent Imaging

Thursday, 17 February 2011

Company Reg Nr. 2008/044769/23
VAT Reg Nr. 4870251834
Income Tax: 9137/891/16/5

LICENCE PLATE RECOGNITION (I-CUBE) COMPANY PROFILE

Integrated, Intelligent Imaging or I-Cube's offering adds a new dimension to providing a meaningful & mutually rewarding service in a society where safety & security are highly prioritized and valued. I-Cube was founded in 2000 and boast's an exceptional growth record. I-Cube has developed an extensive range of technical experience with highly skilled staff, allowing for the provision of expertise in a wide range of technical disciplines. A passion for service sets I-Cube apart in delivering purpose design safety and security solutions which always deliver results. Successful security solutions start with correct system design. I-Cube won't just sell a product – I-Cube will deliver a solution, customized and engineered to achieve specific results.

I-Cube have a system of integrated hardware and software including CCTV cameras that can be used to monitor traffic in terms of licence plate recognition, image analysis i.e. counting and sizing, facial identification, verification and high and average speed determination. The quality of the images our equipment generates allows us to identify vehicles and drivers committing violations enabling the enforcement of a variety of traffic safety rules, including: speeding; handling a cell phone while driving; not obeying a stop sign; crossing a barrier line and many more. Through access to the National Traffic Information System (eNaTIS), we trace individuals and vehicles and supply information to the relevant authorities who can then decide to fine or prosecute offenders as appropriate. Our systems are set up in Underberg, and several residential developments around the country. In some it has cut traffic violations by as much as 90% and generated thousands of Rands of revenue for the body corporate or municipalities.

Average Speed Determination (ASD) is a more accurate, fair and effective method of enforcing the speed limit as the driver must maintain an average speed below the allowed speed limit continuously to avoid being fined. Unlike other traffic calming mechanisms, such as speed humps, our ASD technology only targets those who exceed the speed limit. Our ASD system is fully automated and operates 24 hours a day, 365 days a year, in any weather conditions.

The solutions proposed by I-Cube centre on the use of advanced, digital license plate recognition for real time response and include reducing violations, informing road users of approaching dangers and changing user activities, combined with **efficient** violation workflow control, and increased accountability and profits for the municipality, together with increased employment. The key to improved fine collection rate is not a single step but a gradual improvement over the entire value chain.

I-Cube is concerned with reducing violations, informing road users of approaching dangers and changing user activities, combined with efficient violation workflow control, and increased accountability and profits for the council, together with increased employment.

The License Plate Recognition Enforcement System will be provided to accommodate the need for consistent, real-time License Plate Recognition (LPR.

The license plate system has the following advantages over other mechanical and automated solutions:
• Simple configuration
• Fast response (output in milliseconds)
• High recognition rate
• Accurate and reliable under variable ambient conditions
• 24 hour operation
• User friendly display and operation
• Simple integration into the existing computer resources
• Collects traffic history data
• Provides view of the lane traffic
• Cost-effective

A state-of-the-art vision based recognition system for roadside installation is proposed. The system integrates multiple lanes and multiple cameras per lane into a sophisticated vision-based LPR system that identifies and tracks number plates on vehicles. Key areas covered include:

- Real time up date of Provincial Wide database
- Receive notification of traffic fines
- Real time enquiries via Web Site / SMS / E-mail / Call Centre
- Long term goals implemented, linked to AARTO
- Officer link to database
- Regulate taxi industry violations
- Increased awareness by the public
- Easy pay system
- Taxi route monitoring
- Feedback reporting to taxi associations
- Permit validation
- Overloading
- Speeding
- Following distance
- Illegal stopping

Based on the options selected, I-Cube will provide:
- Pulsed, IR LPR Camera
- Drivers license scanner
- Biometric scanner
- Database links to stolen / wanted vehicles
- Communication protocols
- Notification of wanted vehicles back to camera sites
- 247 Support
- Training
- Etc

Based on the options selected, I-CUBE will provide:
- Cameras
- Power
- Operators
- Technicians
- Support
- Wireless comm's
- Vehicles
- Etc

Based on the options selected, the customer will provide:
- Metro officials
- Permission to link to SAPS database
- Local wanted vehicle database
- Safe and secure working area
- Outstanding fines database
- Payment gateway
- Operators
- Vehicles
- Etc

ANPR is unique in its ability to impact positively in an intelligence led and proactive basis on every key area of police business, including levels 1-3 criminality and counter terrorism. ANPR has the ability to produce significant increases in overall arrest rates and Offences Brought to Justice compared to conventional policing methods, through the use of dedicated ANPR intercept teams. ANPR can also contribute to crime reduction and public reassurance.

Please E-Mail any concerns or questions to *LPR@I-Cube.co.za*

Yours Faithfully,

Barry T. Fryer Dudley

LICENCE PLATE RECOGNITION CC
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